ABSTRACT OF THE DISCLOSURE

An LCD provided with an edge light type back light unit which is arranged in a manner that the light emitted from a CCT in the form of a linear light source is condensed at the end portion of a light conduction plate, then the light reflected by a reflecting sheet and then ejected from the light conduction plate transmits through a light diffusion plate thereby to indirectly irradiate on a liquid crystal panel from the rear direction thereof in the form of planar light with uniform luminance. A light reflecting plate having a curved surface is disposed in the vicinity of the CCT. A light shielding plate is disposed in a manner that a part of the light emitted from the CCT and reflected by the light reflecting plate is condensed at the end portion of the light conduction plate. Another part of the light emitted from the CCT and reflected by the light reflecting plate is directed upward and directly irradiates a part of the display area of the liquid crystal panel thereby to form a high luminance irradiation portion. Accordingly, thus configured LCD is improved in its visibility and so can be formed as a vehicle-mounted alarm display device for displaying various alarms.